

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

In implementing a study, literature is a very significant part to support and make the data more valid. A review of related literature explains more about some points regarding a clear understanding of the study.

#### **2.1 Study of Morphology**

Morphology is a branch of linguistics. Linguistics is learning about language nomenclature. Morphology as one of the branches of linguistics certainly also has linkages with the language. Kusumawardhani (2015) argues “In linguistics, morphology is the identification, analysis, and description of the structure of morphemes and other units of meaning in a language like words, affixes, and parts of speech and intonation/stress, implied context (words in a lexicon are the subject matter of lexicology). Haspelmath and Sims (2012) also explain that morphology focuses on the study of the internal structure of words. It means how the words are formed. In sum up, morphology is the study of language itself, such as studying word/morpheme formation and also variation combined word/morpheme in a language.

##### **2.1.1 Form of Morphology**

Moreover, morphology possesses two forms: derivational and inflectional morphology. Both types have significant differences as Booij (2006) postulates that:

The main distinction between inflection and derivation is a functional one: derivation (i.e. word-formation except compounding) is that kind of morphology that serves to create new lexemes, whereas inflection serves to create different forms of the same lexeme. Therefore, it is also said that derivation, unlike inflection, creates words for new concepts. However, one should realize that derivation has a secondary in that it is also used to make stylistic variation possible.

The derivational and inflectional morphology command a disparate focus of study and concentration of discussion. Each of them had a concept used to know how to reconstruct the word and some other precepts in grammar.

A deeper discussion of the derivational and inflectional will be noted below:

#### **2.1.1.1 Derivational Morphology**

The structure in words as morphemes is a part of derivational morphology. Wanastra (2015) declares that derivational discusses morphemes that can be used to produce new words. The principle of derivational morphology is to construct new words without any reference to the specific grammatical role that might play in a sentence. Derivational morphology here contains about morpheme, morpheme discusses how a word is formed. Oz (2014) states that units of meaning include forms like *play* and units of grammatical function include elements used to show present tense or plural. Morpheme also can be defined as the minimal units of intention or grammatical function that are used to form words. Derivational morphemes are morphemes which are if attached to other morphemes will form a new word or to form a word with grammatical (lexeme)

that differs from the original word. In the derivational, there are two (2) kinds that can be found at the beginning of a word (prefixes) or at the end of a word (suffixes) where it is commonly known as affixes.

**Table 2.1. The Types of English Derivational Morphemes**

| Derivational Prefixes | Derivational Suffixes |
|-----------------------|-----------------------|
| Un-                   | -Er                   |
| In-                   | -Ment                 |
| Re-                   | -Ness                 |
| Dis-                  | -Ion                  |
| Mis-                  | -Able                 |
| Pre-                  | -Ful                  |
| A-                    | -Less                 |
|                       | -En                   |
|                       | -Ify                  |
|                       | -Ize                  |
|                       | -Ly                   |

Example:

Derivational Suffix -er

1. Change “read” to the “reader”

a) He who reads this book

b) The reader of this book

Derivational Prefixes -un

2. Change the “acceptable” to “unacceptable”

a) The score is not acceptable

b) The score is unacceptable

### 2.1.1.2 Inflectional Morphology

Inflectional morphology never involves a change of class. It occurs with nouns, pronouns, and verbs (Kusumawardhani, 2015). On the other hand, Inflectional morphology is the study of processes, including affixation and vowel change that distinguish words forms in certain grammatical categories. Inflectional involves the formation of grammatical forms as past, present, future; singular, plural; masculine, feminine, neuter; and so on of a single lexeme. The use of these grammatical forms is generally dictated by sentence structure. Moreover, the inflectional morpheme is a morpheme that attached to another morpheme which is only to identify it is grammatical, not to produce a new word or form a word with the grammatical (lexeme) that is different than the previous word.

**Table 2.2 Some English morphemes**

| Inflectional |
|--------------|
| -s Plural    |

-s Possessive

-ed Past

-ing Progressive

-er comparative

-est Superlative

Example:

The possessive of all nouns:

Rura's skirts/skirts

The man's pens/pens

Irregular nouns often form their plurals by a vowel change:

Ox- oxen or man- men,

But they form the possessive in exactly the same way as regular nouns:

Rura skirt becomes Rura's skirt

The man pen becomes the man's pen

There is no difference in sound between a regular noun's plural form and it's possessive.

The student's books

The student's books

Inflectional suffixes are used to indicate present tense agreement:

I/You/They/We take/make

He/She/It take+s/make+s

The present participle:

Give+ing/make+ing

The past tense and past participle:

I look+ed/I have look+ed

She water+ed/She has water+ed

In irregular verbs, the past tense and the past participle are often signaled by a vowel change or a vowel change plus a suffix:

See saw seen

Give gave given

(Wanastra, 2015).

## 2.2 Misuse

In general, realized or not, every person ever does misuse in communication. Misuse is the use or implementation of something but in the wrong way. It may occur without deliberate just happening. Usually, the word “misuse” refers to the wrong usage of abstract things such as word, authority, or law. In addition, misuse is defined as a word that is grammatically incorrect (Purwani, 2013).

A lot of misuses are often done by someone, such as the misuse of the word usage of photocopy changed into a photokopi. It happens constantly and they do

not realize it. Error and misuse have a significant relationship. Therefore, misuse can create many errors, so it will also change the real meaning. Incomprehension in the use of language indicates indirectly that people will produce the misuse of using language. English usage errors are committed by many circles, not only people who use English as a second language but the community which makes the English as a first language or mother language. Purwani (2013) also postulates that sometimes, the English misuse might be acceptable in slang form, but it is not appropriate informal speaking and writing events in informal conditions.

In English, there are many similarities both in terms of names, spelling, but may contain different meanings. It has been triggered by someone that made a misuse. The community uses the same words but the meaning is different from what they want to say. This occurs because of the sound from some of the same words with other words. Some words also misuse because society less understands the content and use of the English language following the existing standards. There are some tips to diminish all the problems above. The use of a word incorrectly can change the meaning and make the content unclear. Some ways to avoiding word misuse are provided:

- A. Proofread the material carefully.
- B. Read the material repeatedly at different times.
- C. Ask someone to read your material.
- D. Understand and distinguish each word.
- E. Use a dictionary if you still hesitate.



Andreson and Trudgil (1990) state that complaints about the misuse of words fall into several different categories. The categories in English are:

a. Innovation

We can criticize objection to innovation in the utilization of words. For example, many people dislike the use of exacerbating the meaning “irritate” and believe that the original meaning “to make more serious” is the correct one.

b. Malapropisms

The next category is malapropisms. Malapropisms usually occur when the use of crudités words is incorrect and often happens due to confusion with other similar words; for instance in “there are a lot of condensation on the windows”, which has condensation meaning. Sometimes, distinguishing these two categories is quite difficult.

c. Euphemisms

This third category is often associated with phenomena, especially in speech and political cans, the military and other groups that try to project dent are euphemisms (nicer words). There are some examples, one of them as it is supposed to make them less unhappy than firing or sacking them; and neutralizing the enemy must obviously be much less unpleasant and a good deal more ethical than killing them.



## **2.3 Printing Media**

### **2.3.1 Printing Media as a communication tool**

One of the most important tools for someone to have and to do is communication. Communication is used as a tool to empower and to facilitate the community in developing various kinds of activities. Everyone in the world communicates both verbally and nonverbally. Information and knowledge can be obtained by establishing good communication. Communication is the activity of giving and receiving information from two communicators. According to Baran (2014), “communication is the transmission of a message from a source to a receiver”. It means communication can happen when there is the information submitted and the recipient knows about the information. Baran (2014) also defines “mass communication as creating shared meaning between the mass media and their audience”. Mass media is widely used to build and develop information needed by the wider community.

Malyakkal (2012) details that there are seven elements of communication, those are source idea, message, encoding, channel, receiver, decoding, and feedback. In presenting information, these elements must be presented and fulfilled in communication so that the purpose of communication can be achieved. The first is the Source idea. The core or basic in communication is the source idea. This is a process by which one creates an idea that is used to communicate with the wider community. The message is the content and value that will be informed to another party. It is based on the idea of the source, but the message will be made according to the needs and adjusted to the circumstances of the

interlocutor. For instance, if the message is between two friends, the message will take a different form of communicating with an employer. Encoding is the process of how messages are transmitted to audiences. The message is exchanged into an appropriate form for transmission. Further, the figuration of communication will be formed by the transmission medium. For example, the service of spoken and written has different forms of each other where both are part of the communication. The Channel is the intermediary of communication. The channel must be able to disseminate the message from one party to another without modifying the content of the message. A piece of paper can be a channel, a communications intermediary such as radio, or it can be an email. Furthermore, the party receiving the communication is called the Receiver. To obtain communication from the transmitter, the party utilizes the channel. A receiver can be a television set, a computer, or a piece of paper that depend on the channel used for the communication. Decoding is the process in which the message is interpreted by its content is called decoding. Besides, the recipient also thinks about what is contained and internalizes the message. This step of the process is where the receiver compares the message to prior experiences or external stimuli. The last is Feedback. Feedback is the final step in the communications process. This step conveys to the transmitter that the message is understood by the receiver. The receiver formats an appropriate reply to the first communications based on the channel and sends it to the transmitter of the original message.

As a tool of communication, Printing media play a significant role in the development of communication in the world. Printing media as a traditional media

gives a great contribution to the advancement of information dissemination in many countries, whether information through books, magazines, newspapers and other forms of printing media. Patil (2011) asserts that “The contribution of printing media in providing information and transfer of knowledge is remarkable”. Nowadays, printing media is faster than ever before due to amazing advances in technology in recent years.

### **2.3.2 Form of Printing Media**

There are two types or forms of mass media or mass communication. They are printing media and electronic media. Auvinen (2014) asserts that printing media is such a communication media in printing form. Information in printing media is presented in the form of writing which describes various things which are of course related to the information needed at that time. Printing media has a form, the characteristics of each form are different. Malyakkal (2012) has explained about the form of printing media as follows:

#### **Book**

The book is one of the very popular mass media. In the contemporary era, the book is also rated as one of the effective printing media. Currently, the book is still an option that is widely used by the wider community as a reference source of science and information both in education, social, economic and other. Books are categorized into several genres as fiction (comic, Action, anthology et cetera) and non-fiction (art, biography, book review and so on). The presence of books

indirectly has made a great influence on the advancement of the civilization of science around the world.

### **Newspapers**

It took about 150 years from the invention of the printing press in the middle of the 15th century that the world witnessed the first regular publication which could be defined as a newspaper. As time goes on, in the 21st century the newspaper has proved that it is being one of the very prevalent printing media. Besides, Newspapers are made in the daily form as well as weekly tabloids. Various types of newspapers are made to be consumed by the wider community. Audiences can choose freely what kind of categories that they need in which suit their needs. Advertisers then design press advertisements where size is decided as per the budget of the client.

In the newspaper itself provide a variety of content, those can include:

- a. Political events
- b. Crime
- c. Business
- d. Culture
- e. Sports
- f. Opinions (either editorial, columns, or political cartoons)

Besides the contents, the newspapers also specialize in their type.

- a. International newspapers
- b. Weekly newspapers
- c. Sunday newspapers

d. National newspaper

e. Local newspaper

Boil down to, the magazine has become a huge public consumption because the information presented was able to preoccupy the needs of society.

### **Magazine**

An advertiser is allowed to incorporate new ideas and techniques through the presence of magazines. Magazines present as one form of printing media that give a more specific target group to the client. Next, the client can freely choose what magazine product that they want. Furthermore, Magazines are typically published weekly, biweekly, monthly, bimonthly or quarterly, with a date on the cover that is later than the date it is published. They are often printed in color on coated paper and are bound with a softcover.

Magazine dish up some types as follow:

- a. Art magazines
- b. Business magazines
- c. Music magazines
- d. Computer magazines
- e. Children's magazines
- f. Health and fitness magazines
- g. History magazines
- h. Humor magazines
- i. Inspirational magazines
- j. Men's or women's magazines and so on.

Magazines will appeal to the audience if the main features such as cover pages, layouts, illustration and use of colors are appropriate and can preoccupy the criteria for mass consumption.

### **Newsletters**

Other forms that are also very significant from printing media are newsletters. These target a specific group of audience and give information on the product. Moreover, newsletters are an excellent, cost-effective way of getting a great deal of vital information into the hands of a large, receptive audience. Variations, size and style of the newsletter different depending on the number of articles placed on the newsletter. In general, the newsletter falls into four categories, they are a company, consumer, school, and organization (nonprofit) newsletters.

### **Brochures**

Brochures give detailed information about the product. These are mainly distributed at events or even at the main outlet when a consumer needs to read in detail about the product. Then, it contains pictures and information about the product or service, as well as information about the company. All in all, a brochure is one of the best printing media for advertising a product or service to reach a large audience.

### **Posters**

Posters are forms of outdoor advertising. The message in a poster has to be brief and eye-catching as it targets a person on the move. The text is usually



informative or can have a call to action. Posters have disparate types that make posters different from other printing media. Eight types of posters are:

- a. Advertising Posters
- b. Political poster
- c. Movie poster
- d. Affirmation & Motivational Posters
- e. Event poster
- f. Travel poster
- g. Educational poster
- h. Blacklight poster

Nowadays, although the poster is mostly still used for promoting products and events, their eye-catching and informative potential through graphics and text continues to be used and adapted for anyone who wants to express an idea or connect with an audience.

### **Direct marketing**

One of the channel-agnostic forms of advertising that allows businesses and nonprofits to communicate straight to the customer, with advertising techniques such as email, mobile messaging, online display ads, interactive consumer websites, fliers, catalog distribution, promotional letters, and outdoor advertising is direct marketing. Direct Marketing provides a great opportunity to take direct communication with clients and to know what the real target subject is like. Essentially, direct marketing is a widely opened communication between promoters and buyers directly without intermediaries.

### **Flyer (pamphlet)**

Besides, as one form of printing media, a flyer or flier is also called circular, leaflets or leaflets are usually posted or widely distributed to the public.

Flyers may be used by individuals, businesses, or organizations to:

- a. Promote a good or service, such as a restaurant or nightclub.
- b. Persuade or send a social, religious, or political message, as in evangelism or political campaign activities on behalf of a political party or candidate.
- c. Flyers have been used in armed conflict: for example, airborne leaflet propaganda has been a tactic of psychological warfare.
- d. Recruit members.
- e. Advertise an event such as a music concert, nightclub appearance, festival, or political rally. Like postcards, pamphlets, and small posters, flyers are a low-cost form of mass marketing or communication.

Moreover, the different types of printing media content vary according to the targeted audience or market. Content in newspapers slightly differs from that in magazines, tabloids, and newsletters. These mediums provide the purpose of showcasing advertisements, news or entertainment-related information to audiences. Newspaper is a worldwide medium that has been around far back to Julius Caesar's time in the form of government bulletins. During the industrial revolution, newspapers were made possible to print and were used as a means of communicating in the year 1814, which kick-started journalism.

## 2.4 REFORM Magazine

REFORM Magazine is a magazine that utilizes English, which is produced and published by the Language Center under the auspices of the University of Muhammadiyah Malang. Reform Magazine itself provides many issues such as Lifestyle, Traveling, Culture Corner, Sportvaganza and et cetera. Also, the contents of this REFORM Magazine consist of many rubrics, including rubric insight, Intermezzo, English corner, and so on which all serve diverse information. Interestingly, news or issues that include activities related to the latest issues in the environment the University of Muhammadiyah Malang, regional and also international. The magazine is produced for every six (6) months and can be read by all the academic civitas at the University of Muhammadiyah Malang.

